

YouGov Survey Results

Sample Size: 1209 London adults (aged 18+)
Fieldwork: 7th - 9th April 2014

	Voting Intention				2010 Vote			Gender		Age				Social grade		
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	1209	321	395	86	100	347	363	201	596	613	145	433	388	243	706	503
Unweighted Sample	1209	334	349	70	126	387	287	213	585	624	143	406	352	308	796	413
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Wouldn't Votes]

Con	34	100	0	0	0	78	6	20	35	33	35	33	33	38	36	31
Lab	42	0	100	0	0	3	84	29	39	46	36	48	40	38	40	45
Lib Dem	9	0	0	100	0	0	3	39	10	9	15	9	11	5	9	9
Other	15	0	0	0	100	19	8	12	17	12	15	10	17	19	15	15

Other Parties Voting Intention

UKIP	11	0	0	0	100	17	6	6	13	8	9	5	13	17	10	11
Green	3	0	0	0	0	1	1	5	3	2	4	2	3	2	3	3
BNP	0	0	0	0	0	1	0	0	0	1	0	1	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Other	1	0	0	0	0	0	0	1	1	1	0	1	1	0	1	1

Non Voters

Would Not Vote	7	0	0	0	0	2	1	5	7	6	15	9	3	3	5	9
Don't know	15	0	0	0	0	14	9	16	11	19	19	16	13	16	14	18

European Election: Headline Voting Intention

[Excluding Don't knows and Wouldn't Votes]

Con	25	76	0	0	0	56	3	14	27	24	30	26	23	25	27	22
Lab	33	1	81	0	0	3	73	16	30	35	24	37	32	31	32	33
Lib Dem	11	4	6	83	0	1	8	36	14	8	22	14	9	4	11	11
UKIP	24	18	7	12	100	38	11	16	23	24	18	16	27	34	23	25
Green	5	0	5	5	0	1	4	13	5	6	7	5	6	4	5	6
BNP	1	0	0	0	0	0	0	4	0	1	0	0	2	0	0	2
Other	2	1	1	0	0	2	1	1	1	2	0	2	2	1	2	2

European Election: Non Voters

Would Not Vote	6	2	1	2	0	2	2	4	7	6	11	9	4	4	5	8
Don't know	15	5	5	9	1	10	11	16	11	18	26	15	13	9	12	19

If there were a local election to your local borough council tomorrow, which party would you vote for?

[Excluding Don't knows and Wouldn't Votes]

Con	34	89	2	1	12	76	6	20	34	34	36	30	32	42	36	31
Lab	40	3	92	0	3	5	81	25	37	44	35	47	38	35	39	42
Lib Dem	12	5	5	91	1	3	6	44	13	11	13	14	13	7	13	12
Other	13	3	1	8	84	16	8	11	16	11	15	9	16	15	12	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Local council: Other Parties Voting Intention

UKIP	9	2	0	2	84	13	5	5	12	6	6	5	11	12	8	10
Green	3	0	0	3	0	1	1	5	2	3	4	2	4	1	2	3
BNP	1	0	0	3	0	0	1	0	1	0	4	0	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other or an Independent	1	1	0	0	0	1	0	1	1	1	0	2	1	2	1	1

Local council: Non Voters

Would Not Vote	6	1	1	3	0	2	2	5	8	5	13	9	4	3	5	9
Don't know	15	5	4	6	10	11	10	16	13	18	22	18	14	9	13	18

On May 22nd 2014, elections for the European Parliament and borough councils in London will be held. On a scale of 0 to 10 with 0 meaning 'Definitely will not vote' and 10 meaning 'Definitely will vote', how likely are you to vote at these elections?

0 - Definitely will not vote	5	3	1	2	1	3	2	3	6	5	6	7	3	4	4	6
1	1	1	2	0	0	0	1	2	2	1	7	2	0	0	1	2
2	3	0	3	4	0	1	2	2	3	2	5	4	1	0	2	4
3	1	1	2	2	0	1	0	2	1	2	2	2	1	1	1	2
4	2	2	1	5	0	1	2	1	1	2	2	2	2	0	1	3
5	6	5	5	0	7	2	7	5	5	6	7	10	3	2	6	5
6	5	4	5	7	4	4	6	4	5	5	4	7	5	2	5	6
7	5	6	6	1	5	5	5	3	5	5	6	6	4	2	5	5
8	6	11	5	5	2	10	5	5	4	8	7	8	4	6	8	4
9	9	9	11	11	3	6	11	11	8	9	8	9	9	8	9	8
10 - Definitely will vote	51	57	54	60	78	64	57	61	53	48	32	35	63	70	54	46
Don't know	6	2	3	4	0	4	3	2	6	7	14	7	4	4	4	9

How well or badly do you think Boris Johnson is doing his job as Mayor of London?

Very well	15	38	5	9	12	33	6	15	16	15	15	14	13	21	18	12
Fairly well	44	56	34	60	44	55	37	48	45	43	39	46	43	44	49	37
TOTAL WELL	59	94	39	69	56	88	43	63	61	58	54	60	56	65	67	49
Fairly badly	20	4	36	10	25	9	35	16	20	21	18	19	21	23	17	25
Very badly	11	1	18	16	8	1	15	15	11	11	7	10	15	8	9	13
TOTAL BADLY	31	5	54	26	33	10	50	31	31	32	25	29	36	31	26	38
Don't know	10	2	6	4	11	3	6	6	9	11	21	11	7	5	7	14

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the administration of London more generally, which areas do you think should be the greatest priority for the Mayor and city government? Choose up to three.

Housing	55	47	62	62	49	49	63	71	56	55	51	53	63	50	55	55
Transport	53	61	52	54	54	59	52	65	59	47	57	49	59	49	60	43
Policing	38	46	33	27	58	50	36	32	36	40	19	34	40	52	38	37
Economic development and regeneration	32	37	32	39	29	34	34	35	35	29	33	33	31	32	33	31
Public Health	28	27	29	24	23	27	35	25	22	33	20	28	29	28	28	27
Fire services and emergency planning	19	19	17	14	33	24	19	18	15	23	7	14	22	28	20	18
The environment	16	15	15	30	10	13	12	26	16	15	18	16	13	17	14	18
Arts and culture	6	5	9	3	5	4	9	5	5	6	11	7	2	6	6	6
None of these	1	2	1	0	1	0	1	1	2	1	4	2	1	0	2	1
Don't know	7	4	3	4	4	4	2	2	6	8	11	8	5	4	4	11

Which one of the following do you think should be the priority for London Underground?

Lower fares	46	41	55	33	45	39	55	44	45	47	50	46	52	36	47	45
Longer opening hours	13	19	11	16	23	17	11	13	15	12	14	17	11	10	13	13
Line upgrades	11	10	10	27	4	10	12	16	11	11	5	11	9	19	13	9
Station and train refurbishments	10	15	7	10	9	15	8	15	10	11	6	9	11	14	11	10
More frequent trains	9	10	11	6	12	10	12	5	9	9	11	8	9	10	9	9
None of these	2	2	0	1	1	1	1	2	2	1	0	2	1	3	2	1
Don't know	8	4	5	6	5	8	1	5	8	9	14	8	7	9	5	13